

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY JAKARTA

INFO AMCONSUL MEDAN

AMCONSUL SURABAYA

UNCLAS STATE 098588

EO 11652: N/A

TAGS: BEXP, ID

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR INDONESIA

REF: STATE 128397, JUNE 29, 1973

1. EMBOFFS WHO ATTENDED 1973 E/C OFFICERS' CONFERENCE AT SINGAPORE WILL RECALL PROMINENCE GIVEN DISCUSSION OF COUNTRY COMMERCIAL PROGRAM (CCP) AS IMPORTANT NEW MANAGEMENT TOOL BASED ON AND FLOWING FROM PARA PROCESS. REFTEL HAD PREVIOUSLY REQUESTED POST IDEAS ON SETTING AND ACHIEVING FY 1974 COMMERCIAL OBJECTIVES ON COUNTRY-BY-COUNTRY BASIS, AND REFERRED TO FIVE-COUNTRY CCP PILOT EFFORT WHICH NOW IN FINAL QUARTER AND UNDER CONTINUING, CLOSE EVALUATION.

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2. ALTHOUGH INDONESIA WAS INITIALLY INCLUDED AMONG 35 COUNTRIES FOR FY 1975 CCP EFFORT, DRAFT PREPARATION WAS POSTPONED PRINCIPALLY DUE TO STAFFING PROBLEMS. HOWEVER, HOST-COUNTRY PROGRESS AS PETROLEUM PRODUCER AND GLOBAL PROBLEM FOR U.S. OF RECAPTURING PETRODOLLARS AND OTHER COMMODITY IMPORT COSTS NOW COMPEL SPECIAL EFFORT IN PLANNING FOR DEVELOPMENT OF INDONESIAN MARKET IN FY 1975 AND ONWARD. THIS CONVICTION IS REINFORCED BOTH BY SIZE AND VARIETY OF INDONESIAN ECONOMIC POTENTIAL AND MAGNITUDE OF EXISTING E/C RESOURCES IN INDONESIA.

3. EXPERIENCE IN PILOT CCP COUNTRIES (INCLUDING THREE LDC'S) INDICATES THAT POST COMMERCIAL EFFORTS ARE SIGNIFICANTLY STRENGTHENED BY COORDINATED STATE/COMMERCE PLANNING FOR ACHIEVEMENT OF REALISTIC, SPECIFIED GOALS. SPECIAL CONCERN OF WASHINGTON AGENCIES IS THAT CCP FIT REALITIES OF HOST-COUNTRY MARKET AS SEEN BY E/C OFFICERS ON THE SCENE; THEREFORE, THROUGHOUT PROCESS OF SETTING PRIORITIES AND ALLOTING RESOURCES TO SPECIFIC MARKETING ACTIONS, POST IS ACTIVE AND EQUAL PARTNER.

4. WASHINGTON DRAFTERS AIMS ARE TO: 1) DEFINE ATTAINABLE AND, WHERE APPROPRIATE, QUANTIFIABLE OBJECTIVES COMPATIBLE WITH INDONESIAN COMMERCIAL ENVIRONMENT; 2) ASSESS CAPABILITY AND INTEREST OF U.S. INDUSTRY IN EXPORTING TO INDONESIA (DRAWING UPON TARGET INDUSTRY RESEARCH SYSTEM); 3) CONSTRUCT ACTION PROGRAMS TO ATTAIN OBJECTIVES, AGAIN REFLECTING CLEARLY-IDENTIFIED INDUSTRY INTEREST AND POST INPUT (E.G., BEST-PROSPECTS REPORTS, POST COMMENTS ON PROPOSED DIRECT-PROMOTION EVENTS, ETC.); 4) REALISTICALLY ALLOCATE HUMAN AND FINANCIAL RESOURCES AVAILABLE FOR PROGRAMMED AND NON-SCHEDULED ACTIVITIES; 5) IDENTIFY LOWER-PRIORITY WORKLOAD FOR REDUCTION OR RELIMINATION; AND 6) ESTIMATE OPTIMAL BENEFITS ATTAINABLE THROUGH RESOURCE AUGMENTATION OR REPROGRAMMING.

5. MISSION REQUESTED REVIEW JAKARTA 8464, JULY 16, 1973, RESPONDING TO REFTEL (FY 1974 COMMERCIAL OBJECTIVES) AND SUBMIT BY CABLE (BY MAY 20) UPDATED STATEMENT OF OBJECTIVES AND COURSES OF ACTION FOR FY 75. IN ADDITION, WE WILL

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NEED STATEMENT ON CURRENT AND PROPOSED FUNCTIONAL ALLOCATION OF RESOURCES DEVOTED TO COMMERCIAL ACTIVITIES. THIS IS IMPORTANT TOOL IN MANAGERIAL ASPECT OF CCP, AND PROVIDES BASIS FOR EVALUATION OF OBJECTIVES IN TERMS OF RESOURCE INPUTS REQUIRED FOR THEIR ACHIEVEMENT. ALSO PERMITS POST AND WASHINGTON TO ADDRESS QUESTION OF PRIORITIES REFLECTING SIGNIFICANCE ATTACHED TO PARTICULAR OBJECTIVES.

6. DEPARTMENT CONFIDENT MISSION WILL SEE NEW COUNTRY COM-
MERCIAL PROGRAM AS STIMULATING AND EFFECTIVE MOBILIZATION
FOR TARGETED EXPORT DRIVE. EARLY RECEIPT OF YOUR INPUT TO
WASHINGTON DRAFTING EFFORT SHOULD PERMIT STATE AND COMMERCE
PARTICIPATION IN CCP DRAFT REVIEW AT POST PRIOR TO END OF
FISCAL YEAR. RUSH

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